SUMMARY OF BARRIERS FOR EACH BEHAVIOR & PRIORITIZATION OF BARRIERS TO OVERCOME

BARRIER	Plant Native Plants	Maintain Native Veg (Prune vs. Remove)	Address Water Drainage	Leave Unarmored	Remove All Hard Armor	Remove a Portion of Armor	Replace Armor with Soft Shore Protection	Install Soft Shore Protection on Unarmored Property	Obtain Expert Advice	Build Further from the Shoreline than Current Regulations Require	Move Home Further from the Shoreline	A. Avg. % Concern With Specific Barrier	B. # of Segments Applies To	C. Priority Index (AxB)
Expense	20%		41%		62%	54%	56%	55%	51%		22%	45%	8	360
Concern With Erosion				59%	64%	61%	60%	41%				57%	5	285
Regulatory & Permitting Process					33%	28%	30%	57%				37%	4	148
Don't Know Enough	18%	22%	26%		14%	13%	17%	23%			11%	18%	8	144
Don't Know Who to Talk to	9%	12%	22%		9%	8%	5%	8%	19%		5%	11%	9	99
Time	10%		10%		11%	11%	9%	10%	16%			11%	7	77
Don't see the value									29%		48%	39%	2	77
Drainage isn't an Issue			52%									52%	1	52
Wouldn't be able to maintain extent of lawn/yard					17%	17%	17%					17%	3	51
Storms, waves or tides might change shoreline				50%								50%	1	50
Don't like the look of it	3%	16%	2%		4%	4%	5%	2%				5%	7	36
Might damage house											27%	27%	1	27
Trees & Shrubs Block My View	12%											12%	1	12
Property not right for it			10%									10%	1	10
Might block my view	9%											9%	1	9
Don't want building far from shore											5%	5%	1	3
Safety of Property	3%											3%	1	3
Wouldn't be able to extend yard				2%								2%	1	2
Property Not Big Enough										1%	34%	?	2	?
Other	16%	25%	5%	10%	17%	15%	11%	12%	19%	NA	16%			

SUMMARY OF MOTIVATORS FOR EACH BEHAVIOR AND PRIORITY MOTIVATORS TO CONSIDER

MOTIVATOR	Plant Native Plants	Maintain Native Veg	Address Water Drainage	Leave Unarmored	Remove All Hard Armor	Remove a Portion of	Replace Armor with Soft Shore	Install Soft Shore Protection	Obtain Expert Advice	Build Further from the Shoreline	Move Home Further	A. Avg. % Mention Would	B. # of Segments	C. Priority Index
		(Prune vs. Remove)				Armor	Protection	on Unarmored Property		than Required	from the Shoreline	Motivate	Applies To	(AxB)
Property protected or enhanced	32%	31%		54%	60%	60%	40%	60%	40%	#1	31%	45%	10	450
Tax break	32%	35%	38%	36%	31%	46%		46%			20%	36%	8	284
Healthy habit for fish and wildlife	22%	34%	19%	42%	15%	21%		21%			13%	23%	8	187
Slope more stable	38%	60%	53%									50%	3	159
Natural look of it	22%	40%		46%	9%	16%		16%				25%	6	150
Knowing where to get expert advice	15%	15%	24%		9%	17%	11%	17%	11%		9%	14%	9	128
If there were substantial changes in erosion of shore or bluff							44%		44%		33%	40%	3	121
Streamline permitting					17%	30%	19%	30%	19%			23%	5	115
Knowing more on how	20%	8%	41%		10%	13%		13%				18%	6	108
Loan or grant or reduced fees					28%	20%	17%	20%	17%			20%	5	100
Knowing neighbors doing this	6%	12%	10%	12%	11%	16%		16%				12%	7	83
If storms, waves or tides changed shore or bluff							40%		40%			40%	2	80
Free advice not sell more							33%		33%			33%	2	66
Seeing examples	10%	6%	16%		4%	6%		6%				8%	6	48
Easier beach access				9%	8%	9%		9%				9%	4	36
Lower maintenance time and cost				31%								31%	1	31
Possible to move house w/o damage											27%	27%	1	27
House more protected											20%	20%	1	20
Knowing cost											17%	17%	1	17
Being able to keep the view	14%											14%	1	14

If less expensive than						11%	11%	1	11
hard armor to									
protect house									
Gaining a beach			10%				10%	1	10
Get bigger yard or						3%	3%	1	3
natural beach									